

ABSTRACT

Research paper: Taking Measure of Health Care Public Relations: A Case Study Analysis of the Riverview Hospital Women's Pavilion Grand Opening

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A communications discipline often regarded as a loss-leader or cost savings measure, public relations (PR) is often scrutinized by corporate executives increasingly challenging practitioners to prove and quantify the value of PR activities. Using data collected by the researcher while she was director of planning, marketing and public relations for a hospital, this case study recounts the strategic activities planned and implemented to promote awareness and interest in a facility grand opening. The case study is intended to depict how hospital PR (qualitatively and quantitatively) can be of value to the dominant coalition, and thus deemed strategic. This document offers a review of Excellence Theory and health care PR focused literature. The primary contribution of this study is to provide PR practitioners with theoretical understanding and real-world applications for excellent PR practices in health care. Findings can be used to help PR practitioners in any industry better demonstrate return on PR investments.